

## **Minutes Parks, Recreation, Golf and Double Butte Cemetery Advisory Board April 15, 2015**

Minutes of the Parks, Recreation, Golf and Double Butte Cemetery Advisory Board Meeting, held Wednesday, April 15, 2015, 6:00 p.m. Tempe Public Library Building, 3500 South Rural Road, Tempe, AZ.

### **Members Present:**

Sharon Doyle – Chair  
Fred Wood – Vice Chair  
Judy Aldrich  
Tiffany Anderson  
Suzanne Durkin-Bighorn  
Maureen De Cindis  
Don Watkins

### **Members Absent:**

John Vack  
Mary Ann Dillon  
Mary Larsen

### **City Staff Present:**

Kelly Rafferty - Deputy Community Services Director-Recreation  
Julie Hietter - Public Works Administrative Manager  
Oliver Ncube - Parks Manager Field Operations  
Nashea Davis- Administrative Assistant II

### **Guests:**

John Rush - Assistant Police Chief  
Megan Hanks - Volunteer Coordinator  
Bonnie Richardson - Principal Planner  
Ralph Hawley - MGM Golf Contractor

### **Call to Order** at 6:08 pm

### **Consideration of Meeting Minutes-March 18, 2015**

Motion to approve meeting minutes: Judy Aldrich  
Second: Suzanne Durkin-Bighorn  
Motion Passes

### **Public Appearances**

This Board welcomes public comment. According to the Arizona Open Meeting Law, the Board may only discuss matters listed on its agenda. Matters brought-up by the public under public appearances that are not listed on the meeting agenda cannot be discussed by the Board. A three (3)-minute time limit per person will be in effect.

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**Police Volunteer Park Patrol:**

- John Rush, Assistant Police Chief, provided an overview of a new neighborhood volunteer program that encourages neighbors to serve as an extra form of security in the neighborhoods by patrolling the neighborhood parks. The Tempe Police Department put special emphasis in parks this year. In addition to the volunteer program, Patrol Officers have been requested to spend more time in the parks and private security has been added to Escalante Park. According to statistics, calls for service have been thirty seven percent down over the past six months. Advisory Board Member, Don Watkins, expressed the need for security in the park's bathrooms because of theft and suspicious activity. Assistant Police Chief, John Rush agreed and explained that the volunteers will be tasked with securing the bathrooms in the parks as well. The goal is to have citizens feel comfortable in the Tempe Parks.
- Megan Hanks, Tempe Police Volunteer Coordinator, is currently tasked with getting the Tempe Police Department- Motorists Assist Unit involved in the park patrols. They will be trained and tasked to be the eyes and ears in the Tempe Parks. Typically motorist volunteers will work one 8- hour shift once a week. During that shift, volunteers will be patrolling the parks, checking for any suspicious activity and vehicles, graffiti, alcohol consumption, and damage to any city facilities. In addition, volunteers will also handle disable parking citations, fire lane parking violations, identifying safety hazards, assisting with lock outs and stranded motorist. If a problem was to occur, the volunteer would notify a Tempe Patrol Officer who would then come help address the situation. Volunteers are currently being recruited. The minimum age to volunteer is eighteen. The applications to volunteer are available at [www.tempe.gov/police](http://www.tempe.gov/police).

**City of Tempe-Urban Forestry Master Plan and Action Plan:**

- Bonnie Richardson, Transportation Principal Planner, presented information on the proposed Urban Forestry Master Plan and Action Plan to the Parks, Recreation, Golf and Double Butte Cemetery Advisory Board for feedback. The action plan is designed to implement the strategic economic, environmental & quality of life values of the General Plan. Tree initiatives and criteria exist in multiple departments, such as Trees for Tempe, Living Tree Memorial Program, Adopt-a-Path, a-Park, a-Street, etc. The Master and Action Plan will be designed to increase tree canopies, replace missing/diseased trees, update sparse landscape in ROW, parks, city properties and to identify best practices. The Master Plan and Action Plan will also increase park use, walking, biking, and access to bus/rail and improve mobility.
- The Arbor Day Run is April 24, 2015 and is located at Kiwanis Park. The Arbor Day Run is for raising money for planting and replacing trees. Due to lack of budget we have not been able to replace trees that may have been damage by storms or need to be replaced because of age. There are non-profit organizations that may be willing to donate trees to the City of Tempe.
- Advisory Board Chair, Sharon Doyle, stated that in the past a representative from Parks was on the Redevelopment Review Committee, the representative's responsibility was to make sure as developers came forward, greenery and landscaping would be provided in the parks. The Parks, Recreation, Golf and Double Butte Cemetery Advisory Board expressed the need for a Park Representative that has since gone away. Advisory Board Chair, Sharon Doyle, is concerned that there is no longer a voice for the parks when making the decisions for the master plan. Bonnie Richardson, Transportation Principal Planner, states that there is a kick off meeting on April 30, 2015, for in-house staff and management only, to introduce the concepts and determine interdepartmental participation. Community participation will be included later.

- The Forestry Master Plan and Action Plan's goal is to shade areas where people are the most active, which are pathways, sidewalks and bike lanes. Due to the heat in Arizona, it is important that shade is provided to the citizens. Advisory Board Member, Tiffany Anderson asked if any comparisons to other City's tree coverage have been conducted. Bonnie Richardson, Transportation Principal Planner stated that comparisons have been conducted. The action plan will prioritize what the main focus will be. There will be three different scenarios when conducting the method of planning. ASU is researching and providing the analysis of data collected. An inventory of all of the trees located on City's properties will be used to determine the lifetime, economic, social and environmental value of the trees.
- Bonnie Richardson, Transportation Principal Planner, will send the guidelines and code requirements for landscaping to the Parks, Recreation, Golf and Double Butte Cemetery Advisory Board Members for review. Advisory Board Chair, Sharon Doyle suggests that the Parks, Recreation, Golf and Double Butte Cemetery Advisory Board Members get involved in the planning moving forward. Bonnie Richardson, Transportation Principal Planner states that she will keep the board informed of activities related to the Urban Forest and encourages them to participate. Bonnie Richardson, Transportation Principal Planner stated that she applied for and received a grant from the Arizona State Forestry Community Challenge Grant Program. It was accepted by the City Council and will be ready for use May 1, 2015. Bonnie hopes to apply for a grant next year.

#### **Golf Rate Discussion:**

- Over the last two months, Public Works Administrative Manager, Julie Hietter, has shared information relating to the pricing philosophy and pricing structure for Ken McDonald and Rolling Hills Golf Courses. At the March 18, 2015 meeting, Public Works Administrative Manager Julie Hietter presented recommended rate increases for Fiscal Year 2015-16 and the Parks, Recreation, Golf and Double Butte Cemetery Advisory Board recommended moving forward with developing the full fee schedule which has been provided in Advisory Board Members packets. The average weighted increase per 18-hole round at Ken McDonald is approximately \$2.73 and at Rolling Hills \$1.77.
- The fees are based on the pricing structure which applies discounts by season, time of day, day of week, and demographic group. Currently our demographic tiers are Standard (Public – no discount); Resident; senior; and junior. The pricing structure starts with the highest rate for the peak season, day, time, and demographic group. Once the highest non discounted rate is determined, discounts are then applied to the following four different demographic groups:  
Standard rate= no discount

Resident 5% discount  
Senior= 20% discount  
Junior=50% discount

Weekend after Noon= 5%  
Weekday before Noon = 10%  
Weekday after Noon – 15%

Seasonal discounts  
Winter= no discount  
Spring/Fall= 25% discount  
Summer=50% discount

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- Board Chair, Sharon Doyle requested to review the accumulated golf fund deficit that was discussed last month. The Golf Fund has had an annual operating deficit for multiple years and the accumulated negative fund balance is carried on the books. In years when the Golf Fund operates at a surplus, the surplus is used to reduce the negative fund balance. The projected fund balance by 6/30/15 is a negative \$560,000.
  - The Parks, Recreation, Golf and Double Butte Cemetery Advisory Board requested that staff consider implementing an additional tier of discounts for Senior Tempe Residents. Prior to 2011, under the former concessionaire and business model, there was a Senior Tempe Resident rate. This rate tier was eliminated when the new business model and pricing structure was implemented in 2011. There was discussion regarding having a higher discount for seniors who are Tempe Residents to distinguish between senior residents and seniors who do not live in Tempe. Currently the pricing structure has a resident discount and then a separate, higher senior discount. Staff recommendation is to remain with the current 4 demographic tiers for several reasons:
    1. It would be difficult to justify providing an additional discount to Senior Tempe Residents but Not Junior Tempe Residents. One of our goals in having a transparent pricing structure is that we keep it simple to understand.
    2. Many seniors play in a League, some of whom are Tempe Residents and some who are not. It would be confusing to have players in the same league at different rates.
    3. From a market comparison, other municipal golf courses don't offer a Resident discount. Bear Creek has a junior rate and a senior rate. Dobson Ranch has a Junior Rate. The Phoenix Municipal courses offer the ability to purchase a Golf Card that is available to any resident of Maricopa County.
    4. Staff looked at other City recreational offerings for consistency in applying discounts. Tempe Recreation centers, such as Kiwanis Rec Center, and City recreational classes do not offer Resident or Senior discounts. The next step is to advise City Council via a written Friday Council Packet of the new fees. New rates will go into effect for fiscal year 15/16.
  - The Parks, Recreation, Golf and Double Butte Cemetery Advisory Board expressed the on-going need for renovations to the clubhouses at both the Rolling Hills and Ken McDonald golf courses. The Parks, Recreation, Golf and Double Butte Advisory Cemetery Board requested that creative ways for funding a new clubhouse be explored including partnering with private organizations. This topic will be added as a line item for discussion at a future meeting. Advisory Board Member, Tiffany Anderson commented that it would be beneficial for the Parks, Recreation, Golf and Double Butte Cemetery Advisory Board Members to be aware of the costs for a new club house. Advisory Board Member, Don Watkins encouraged the Parks, Recreation, Golf and Double Butte Cemetery Advisory Board Members to visit the Golf courses for the experience. Vice Chair, Fred Wood recommends retrieving the minutes from a previous meeting in 2007. It would provide general information and pricing pertaining to clubhouse renovations.
  - Board Chair, Don Watkins made a motion to approve the fee schedule as presented. The motion was seconded by Advisory Board Member, Fred Wood and was passed unanimously. The Parks, Recreation, Golf and Double Butte Cemetery Advisory Board expressed their appreciation for the information provided from Public Works Administrative Manager, Julie Hietter.

**Golf Quarterly Update:**

- Public Works Administrative Manager, Julie Hietter presented the golf quarterly update through March 2015, which is the end of our peak season. The annual revenue goal is 75% by March 31, 2015. We have reached 77% at this point. April 2015 is predicted to be 3-4% above the anticipated revenue goal.

**Capital Improvement Project Update:**

- Parks Manager Field Operations, Oliver Ncube provided the Capital Improvements Program Meeting Calendar to the Parks, Recreation, Golf and Double Butte Cemetery Advisory Board Members.
- An additional \$726,000 has been committed to Park Improvement projects and that funding is currently available. Parks Manager Field Operations, Oliver Ncube and Public Works Administrative Manager, Julie Hietter will develop a project plan for that additional funding based on the current 5-year park improvement plan.
- Approximately \$150,000 will be allocated towards the construction and designation of ADA accessible on-street parking for parks. The remainder of the funding will be allocated to park improvement projects with an objective of bringing all parks to a condition rating of 5 or better.

The next meeting is scheduled for May 20 2015.

Meeting Adjourned at: 7:27 pm

Prepared by: Nashea Davis - Recreation Administration (480) 350-5239

Reviewed by: Kelly Rafferty - Deputy Community Services Director-Recreation  
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